



**DEPARTMENT OF INFORMATION TECHNOLOGY
VELAGAPUDI RAMAKRISHNA SIDDHARTHA
ENGINEERING COLLEGE**



**ONE DAY SEMINAR
ON
CONSUMER PROTECTION
(15th MARCH, 2023)**

Resource Person

Prof.K.Ramamohan Rao,
Vice Chairman, Andhra Pradesh State Council of Higher Education,
Government of Andhra Pradesh
Vice Chancellor (I/c), Krishna University

Dr.P.V.V.S.Murthy
Member, A.P State Consumer Protection Council

Organized By

**Department of Information Technology in Association with IQAC, VRSEC and
Consumer Advocacy Group**

Convener :

**Dr.M.Suneetha
Professor & Head**

Co-ordinators

**Dr.K.SitaKumari
Dr.A.Srisaila**

**Department of Information Technology
VR Siddhartha Engineering College
Kanuru, Vijayawada, Andhra Pradesh**

GAPUDI RAMAKRISHNA
SIDDHARTHA ENGINEERING COLLEGE
(AUTONOMOUS)
VIJAYAWADA-520 007

INWARD NO: 511
DATE: 13/03/2023

DEPARTMENT OF INFORMATION TECHNOLOGY: : VRSEC

Vijayawada

10-03-2023

From

Dr.M.Suneetha,
Prof & Head,
Department of IT

To

The Principal,
V R Siddhartha Engineering College,
Kanuru, Vijayawada

Respected Sir,

Sub: Requisition to celebrate World Consumers' Rights Day – reg

This is to bring to your kind notice that the department of Information Technology is taking initiative to celebrate world consumer rights day on March 15th 2023. Prof.K.Ramamohan Rao, Vice Chancellor (I/c), Krishna University and **Vice Chairman, Andhra Pradesh State Council of Higher Education**, Government of Andhra Pradesh has given consent to be the chief guest for this event and Dr.P.V.V.S.Murthy, Member, A.P State Consumer Protection Council accepted to be guest of honour for the day. The department of Information Technology is planning to organize this in collaboration with IQAC, VRSEC and Consumers Advocacy Group in College wide for all teaching and non-teaching faculty. In this regard I request you to sanction an amount of Rs.6000/- (Six Thousand Rupees only) to meet the expenses for arrangements and hospitality of the guests. ?

Thanking You

Yours Sincerely

M. Suneetha
Dr.M.Suneetha 10/3/23

Prof & Head
Department of IT

Professor & Head

Department of Information Technology
V.R. Siddhartha Engineering College
Vijayawada-520 007.

permitted

Pl ensure that the knowledge passes through majority of students & faculty

VELAGAPUDI RAMAKRISHNA SIDDHARTHA ENGINEERING COLLEGE
DEPARTMENT OF INFORMATION TECHNOLOGY

Vijayawada,
24-03-2023

To
The Principal,
V R Siddhartha Engineering College,
Kanuru, Vijayawada.

Sub: Permission to release the expenditure amount spent for seminar "Consumer Protection" -reg
Respected Sir,

The Department of IT was accorded permission to celebrate World Consumer Rights Day during 15th March 2023 and organize a seminar on "Consumer Protection" for teaching & not teaching faculty and students of II/IV & III/IV B.Tech(IT). It is organized in offline mode and the resource person for this seminar is Prof.K.Ramamohan Rao, Vice Chancellor (I/c), Krishna University and Vice Chairman, Andhra Pradesh State Council of Higher Education, Government of Andhra Pradesh and Dr.P.V.V.S.Murthy, Member, A.P State Consumer Protection Council. They had given an overview on Consumer Rights, Behavior and Consume Acts.

An amount of Rs 6,000/- (Six Thousand rupees) has been sanctioned towards operational expenses for this program. An amount of **Rs. 4,385/-** has been spent for the hospitality and snacks. In this regard, I request you to please give instructions to transfer the amount **Rs. 4,385/- (Four Thousand Three hundred and Eighty five only)** towards expenses and the details of expenditure along with account number is furnished below.

The following is the statement of expenses (Required proofs attached with the letter)

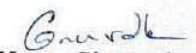
SNO	Type of expenditure	details	Amount
1	Sweets	Cherry's Bill No: H155306	Rs. 735/-
2	Banners	Eswar Digitals Bill No:49	Rs.280/-
3	Banner	Vali Arts and Digitals Invoice No : 9511	Rs.950/-
4	Water Bottles, Tea, Biscuits	VRSEC, Canteen Bill No : 185	Rs. 800/-
5	Shawl	Bill No: 30186	Rs. 540/-
6	Flower Pots		Rs.1080/-
Total			Rs. 4,385/-

The account details are as follows:

Canteen bill, banners, food and other expenses amount (Rs. . 4,385/-) to be transferred to:

Account Name : K SITA KUMARI Account Number. : 33672200024375 Bank Name : Canara Bank, Branch : VRSEC IFSC Code. : CNRB0013367

Thanking You


Yours Sincerely,
Dr.M.Suneetha
Prof & Head, IT Dept

Professor & Head
Department of Information Technology,
V.R. Siddhartha Engineering College
Vijayawada-520 007.



DEPARTMENT OF IT : : VRSEC
BRIEF REPORT FOR SEMINAR ON
CONSUMER PROTECTION



Seminar Title : “CONSUMER PROTECTION”

Organized on : 15th March 2023

Timings : 1 PM to 5PM

Programme Co-ordinator : Dr.K.Sita Kumari, Dr.A.Srisaila,
Associate Professor
Department of IT
V.R.Siddhartha Engineering College

Resource Persons : Prof.K.Ramamohan Rao,
Vice Chairman, APSCHE
Government of Andhra Pradesh
Vice Chancellor (I/c), Krishna University

Dr.P.V.V.S.Murthy
Member, A.P State Consumer Protection Council

Objectives of the Seminar:

- To provide a deep understanding of Consumer protection.
- To create awareness on different types of Consumer rights
- To make faculty, staff and students to understand various issues of consumers.
- To make faculty, staff and students to understand the behavior of the consumer

Outcome of the Seminar:

- Faculty and Students understood the realities of consumer protections.
- Faculty and Students came to know that the role of consumer organisations is vital in protecting consumers from exploitation.
- Understood various consumer behavior and issues.
- Awareness of various consumer protection acts.

Brief Report on Seminar

CONSUMER PROTECTION

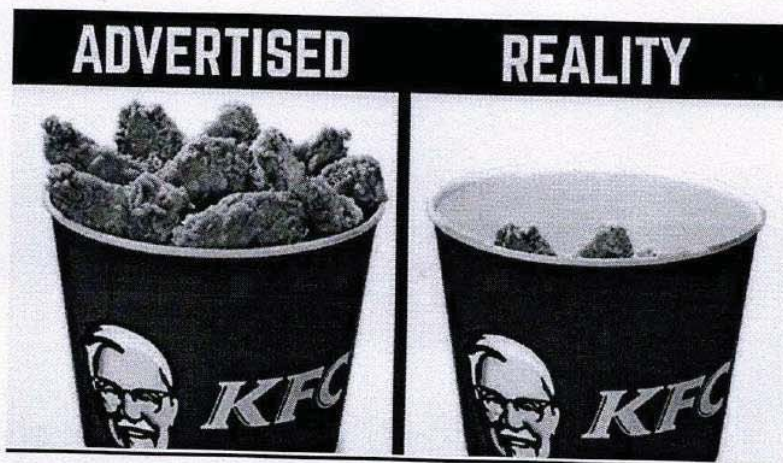
The department of Information Technology has celebrated World Consumer Rights day on 15th March 2023 and organized a seminar on “Consumer Protection” for the teaching and non teaching faculty and students of II/IV and III/IV B.Tech at 1PM in IT Seminar Hall. The event is organized in association with “IQAC, VRSEC and Consumer Advocacy Group”. The main objective of this seminar is to create awareness among faculty and students about the consumer rights, behavior and protection acts. Prof.K.Ramamohan Rao, Vice Chairman, APSCHE, Government of Andhra Pradesh, Vice Chancellor (I/c), Krishna University and Dr.P.V.V.S.Murthy, Member, A.P State Consumer Protection Council graced the dais. Dr.M.Suneetha, Head of the department along with Principal also graced the dais and addressed the gathering.

A total of 122 students from Second and Third Year B.Tech IT and 65 members from teaching and non teaching had attended this Seminar.

TOPICS COVERED:

- ❖ Realities of Consumer Protection.
- ❖ Consumer Issues.
- ❖ Consumer Behaviour.
- ❖ Consumer Protection Acts

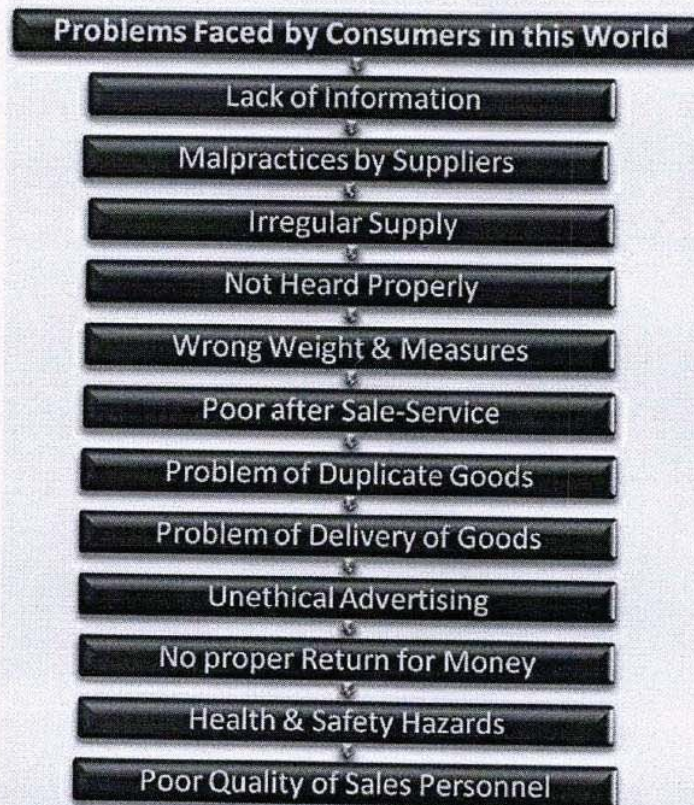
Realities of Consumer Protection



The resource persons addressed the gathering about the realities of consumer protection and illustrated with examples. Indian population crossed 1.4 billion and surpassed population of China recently. It is a herculean task to provide protection to all of them. That too India is spread to more than 6 lakh villages. Along with government, the non-government organisations, educational institutions and philanthropists must take up this issue to educate consumers. The resource person addressed that

- 60 % of Indian population lives in rural areas where they don't find official machinery or voluntary consumer organisation to advise and protect them.
- Villagers are not well informed
- Villages are haven for all fake products, expired medicines, shoddy goods
- The role of consumer organisations is vital in protecting consumers from exploitation particularly in villages.
- 98 per cent of consumer organisations are set up only in semi-urban areas and cities

Consumer Issues



Consumer Behaviour

The resource persons explained how the consumer behavior, consumer's emotions, attitudes, and preferences affect buying behavior. Expressed that

- It is very difficult to know the mind of the consumer as his behaviour is erratic.
- He is literate but don't care to read the information on the packet
- He is rate conscious but never bargains
- He knows that the weights are not correct but never check weights
- He knows fast foods are harmful but goes to fast food stalls

Dr.P.V.V.S.Murthy illustrated with several examples like health care, misleading advertisements etc.,

Health Care

- The ground reality is Covid-19 has no treatment, but hospitals gave costly treatment to Corona patients ruining their economic well being.
- Now a days doctors are not touching the pulse of the patient but looking at his purse asking whether he has medical insurance.

Misleading Advertisements

- Under consumer law, an ad is misleading if it has false or deceptive information. Or left out important information. 80% of commercial advertisements are misleading one way or the other. But there is no proper regulatory mechanism.
- Sero, Zodiac shirts cannot prevent Corona
- Lifebouy's sanitizer cannot be an immunity booster.

Consumer Protection Act

- Though C.P. Act directs Consumer Commissions to endeavour disposal of complaint within 90 days other provisions in the same legislation are hampering speedy disposal.
- These 90 days start from the date on which copy of the complaint is served on opposite party.
- The same legislation empowers Commission to give 45 days to file counter. Half of the time is gone. The procedure should be completed in the remaining 45 days

Adulterations

- We as consumers, are experiencing food and other items being adulterated and we are unable to contain this menace.
- FSSAI legislation was enacted exclusively to take care of this menace but failed to do so because of lack of personnel to effectively stop adulterations.
- India is at second place in diet related deaths amounting to 15,73,595, may not merely because of adulteration

The resource person expressed that consumers are not filing the complaints. He said that Only 2% of aggrieved consumers are filing complaints in Consumer Commissions according to a survey. The reasons might be;

- Takes too long a time
- do not want to take the trouble
- not worth filing a case
- not sure of success
- reluctant to spend money on litigation

Gallery:

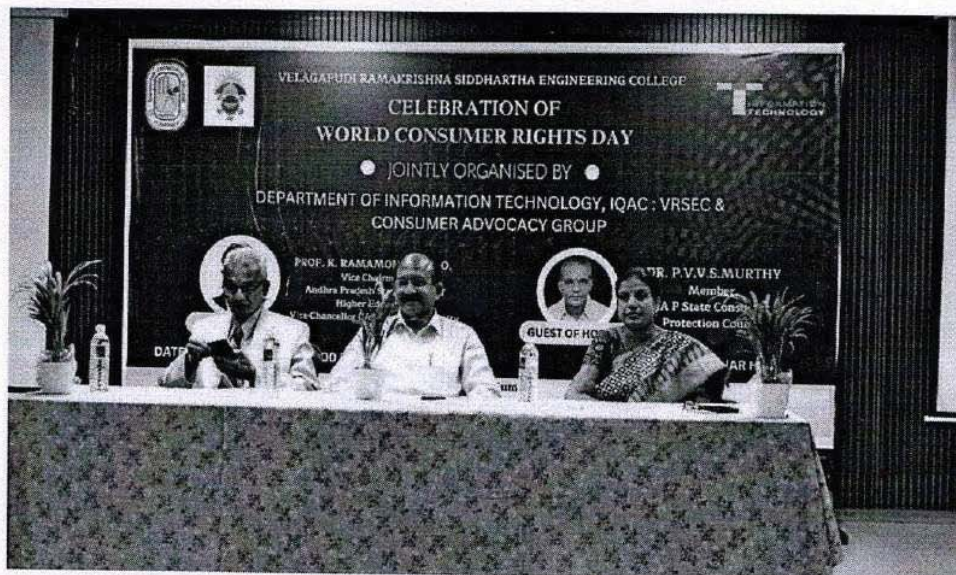


Fig 1: Dr.M.Suneetha, Head gracing the dais with resource persons

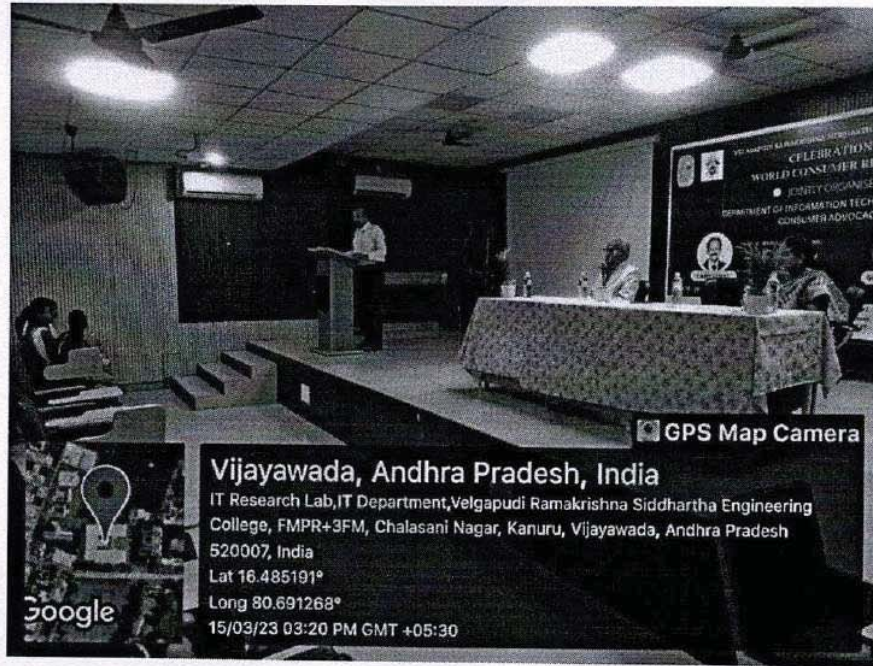


Fig 2: Prof.K.Ramamohan Rao addressing the gathering

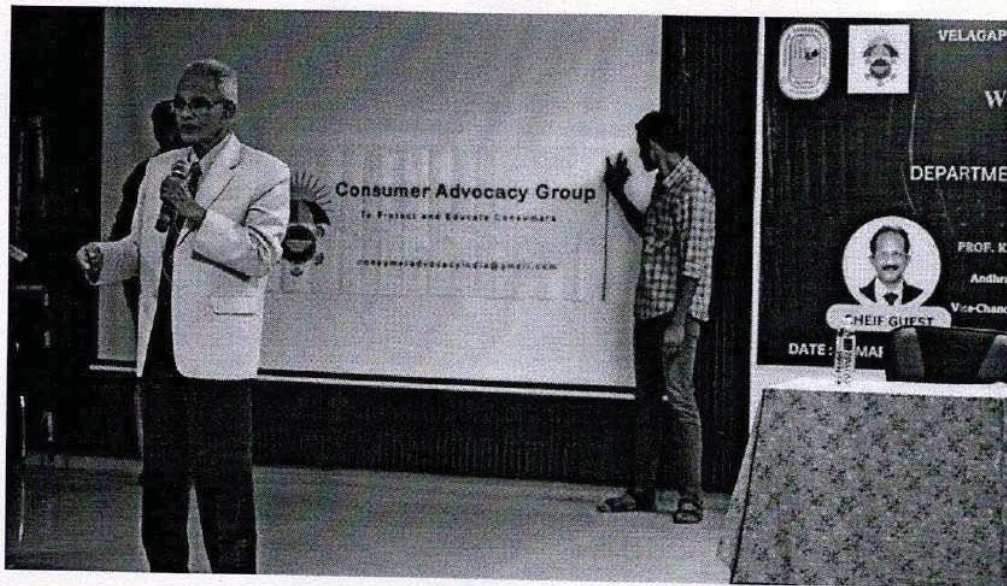


Fig 3: Dr.P.V.V.S.Murthy addressing the gathering



Fig 4: Participation of faculty, staff and students in the seminar



Fig 5: Resource Person interacting with the faculty and students



Figure 6: Principal and heads of the department felicitating Prof.K.Ramamohan Rao

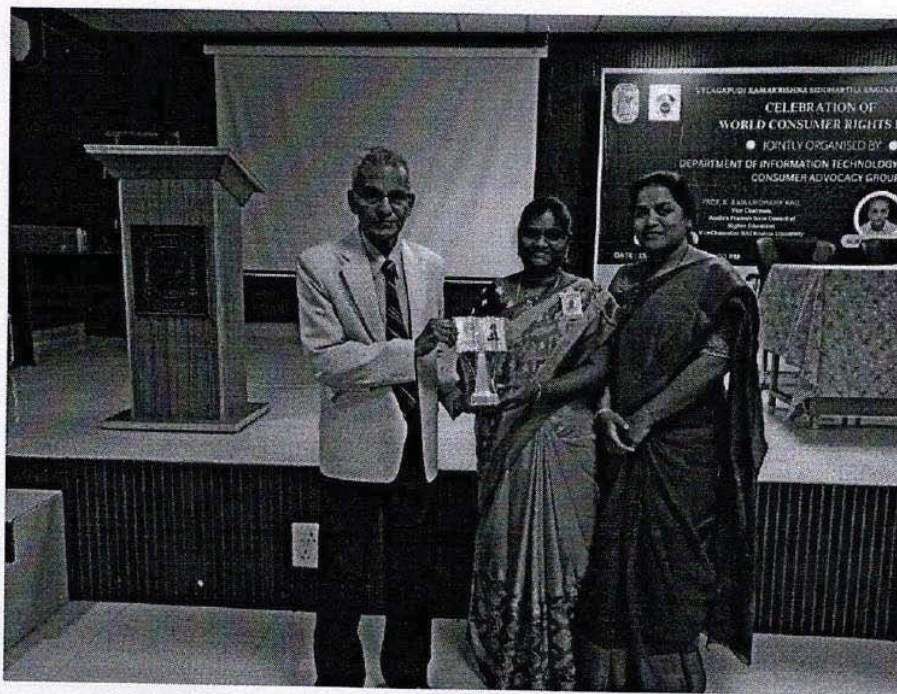


Figure 7: Presenting a memento to Resource Person by Dr.K.Sita Kumari and Dr.A.Srisaila

About the Resource Person:

Dr.P.V.V.S.Murthy

B.Sc., B.L., M.B.A., Ph.D.

20 years Industrial Experience

18 years teaching experience

Served as Member of District Consumer Forum, Vijayawada

Author of 28 books out of which two are published by Indian Institute of Public Administration.

Founded a strong International Consumer Advocacy Group on WhatsApp in which all the states in India are represented. Further NRIs from 10 different countries are members of this group.

Presently he is teaching International Business students at Acharya Nagarjuna University.



Profile of Dr. K. RAMA MOHANA RAO



Dr. K. Rama Mohana Rao is presently serving as Vice Chairman, Andhra Pradesh State Council of Higher Education, Government of Andhra Pradesh. He did his graduation and post Graduation in Commerce(M.Com) and Management(MBA) from Andhra University. He was awarded Ph.D. degree in 1987.

Prof. Rao is an inspiring teacher for the last 37 years. He is a specialist in Marketing and particularly Services Marketing. He guided **24 Ph.D.**, students and **9 M.Phil.**, students. He wrote **10 books** and published **86 research papers** in reputed International and National journals. He undertook **13 research projects** funded by UGC and other public and private Organisations.

Dr. Rao served in many administrative positions. He served as Principal, AU College of Arts and Commerce, Registrar of Andhra University, and Convener of Andhra Pradesh Integrated Common Entrance Test(APICET) 2016. He served as Executive Council member of Andhra University. As Coordinator of Internal Quality Assurance Cell, he designed and implemented Quality Management System in Andhra University. He is in the Academic bodies of many Universities and Research Institutions. He served as Member of Academic Council of IGNOU. He is the member of Academic Senate of Acharya Nagarjuna University. He served as Expert member in many Committees constituted by UGC, AICTE, APSCHE, etc. He is associated with NAAC and served as Chairman/ Member Coordinator of the peer teams for assessment and accreditation of many HEIs across the country.

Prof. Rao organized many National Seminars, workshops, training programs in the areas of Commerce, Management, and quality assurance. He is an invited resource person for academic institutions and the industry. He has membership in professional bodies and social organisations.

Prof. Rama Mohana Rao received **ET(EconomicTimes) NOW National Education Leadership Award as Best Professor in Marketing in 2013**. Recognizing his meritorious services, the Government of Andhra Pradesh presented him the **State Best Teacher Award in 2015**.

(Signature)